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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-115 (GP-089-03-US)

Appl. No.: 10/676,195

Confirmation No.: 7103

Applicants: Andrew FIKES, et al.

Filed: September 30, 2003

Title: SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED ADVERTISEMENTS

TC/A.U.: 1796

Examiner: Tri V. Nguyen

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

Further to the Notice of Appeal filed on September 27, 2010, which set a period for response to expire on November 27, 2010, that period being extended three (3) months to expire on February 27, 2011, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.